



Cass Art Case Study

Having traded solely on the high street for 30 years, the team at leading independent arts supplier Cass Art knew that to expand their reach and make their store truly accessible to customers from all over the UK, they needed to move online...

Mark Cass created Cass Art in 1984, with the aim of making art accessible for all, no matter age or experience. Now the leading independent stockist of arts materials, Cass Art stores can be found in six key locations across London - including Hampstead, Soho and their flagship store in Islington. However, whilst seeing local growth from their high street presence, the Cass Art team realised that they were missing out on a huge customer base across the UK.

E-commerce manager Debi Magonet told us: *"We needed to expand beyond London and connect with all the UK's creative communities. The move online presents a steep learning curve for us as a business because it's a completely new channel, but it will help make Cass Art accessible to the whole nation."*

Cass Art is renowned for its in-store customer experience - each staff member is an artist themselves and they delight in answering creative questions and advising customers on tools and materials. Debi realised the importance of making sure this customer care was translated into

their online approach *"Replicating the customer experience that we provide in store was really important for us."*

With a focus on the customer journey, the Cass Art website offers many choices to make the process as pain free as possible, with functionality such as postcode look up, next day delivery and click and collect.

Using Sage Pay, Cass Art is able to offer customers fully branded and secure payment pages, as well as enabling them to buy on mobile optimised pages.

"A number of other gateways couldn't be seamless with the ecommerce platform we developed, and would automatically pop up in another window or look very different to the rest of our site which is frustrating and a little off putting."

Cass Art strives to always put customers at the heart of the business. *"However customers want to shop, we give them the option - whether that's in-store, on their desktop, tablet or mobile, using the payment type they want and we even offer same day delivery within London."*

"With the Sage Pay integration, you wouldn't necessarily know its there but its working away in the background behind the Cass Art branding, making sure payments are secure and safe."

With PayPal a popular choice amongst their large art-student fan base, Cass Art made the decision to implement the PayPal integration.

The benefit of the integration means that customers have the choice of which payment method they'd like to use, and data from both channels, appearing in the Sage Pay admin area. *"The PayPal integration was super seamless and similarly we were able to accept Amex as a payment type through the Sage Pay system, meaning we have a payment method to suit each customer".*

www.cassart.com

